



Investing in a stronger today...
for a better tomorrow.

A few years ago a group of Hispanic businessmen met to address a problem of major importance: the lack of national leadership within the Hispanic Business Community. As a result of that meeting, the United States Hispanic Chamber of Commerce was incorporated as a national non-profit organization, geared to the promotion and economic development of Hispanic business through a network of business and professional people. This organization has proven to be most valuable to Hispanic communities throughout America as witnessed by its tremendous growth during the past three years. Today the United States Hispanic Chamber of Commerce is comprised of over 150 affiliated chapters in 21 states, representing some 26,000 members. The Chamber has provided the Hispanic Business Community with their only national organization, serving as a medium for Hispanic leaders to share their vision, map out strategies to remedy economic and business problems, and to gain the political and economic access necessary for healthy growth within Hispanic businesses nationwide.

The United States Hispanic Chamber of Commerce will host their Third Annual National Convention and Business Exchange in Chicago this year, from August 12th to the 15th at the Palmer House Hotel. The Convention will serve as the meeting place for some 3,000 Hispanic leaders representing the more than 250,000 Hispanic businesses throughout the United States. These people are part of, and directly responsible to, the 20-million member Hispanic consumer market which spends over \$60 billion annually.

Each year a Convention Yearbook and Buyer's Guide is published and distributed to 10,000 Chamber members in business, government, and community organizations. The Yearbook serves as a valuable source guide to our members, providing them with information on products and services available to them. This publication is a marvelous sales/marketing vehicle for any company that hopes to gain exposure to this enormous market. Hispanic business is investing in a strong today for a better tomorrow. You can join in this effort, and at the same time increase your sales within this market. We invite you to participate as an Advertiser in the 1982-83 Yearbook and Buyer's Guide. By becoming an Advertiser, you join a select group of companies who, by making a reasonable investment today, will enjoy immediate as well as long-range returns on your investment.

In addition to becoming an Advertiser, opportunities are also available for your company or agency to participate as an Exhibitor in the Convention's Business Exchange (trade show), or as a Corporate Sponsor for the Convention itself. If you are interested in further information on either of these, please contact Mr. Nino Noriega, (312-280-8943), Committee Chairman for the Corporate Sponsorship Program, or Mr. Harry Lipinsky (312-768-0330), Trade Show Manager. We are not looking for donations, rather we are offering you the unique opportunity to become a member of the network of companies nationwide whose goals are to attract and develop sales within the vital Hispanic Business Market. Please complete the attached Application Form/Advertiser's Contract and return it to the U.S.H.C.C., Yearbook Office 800RP to guarantee space in this year's publication.



UNITED STATES HISPANIC CHAMBER OF COMMERCE
NATIONAL CONVENTION AND BUSINESS EXCHANGE

August 10-14, 1982
Palmer House
Chicago

1982-83 YEARBOOK AND BUYER'S GUIDE

ADVERTISING CONTRACT

ADVERTISING RATES

Black & white

Size	Size	Cost
• Full Page	7" x 10"	\$190.00
• Half Page	7" x 5"	\$150.00
• Third Page	4 1/2" x 5"	\$100.00
• Quarter Page	2 1/2" x 5"	\$270.00
• Corporate Listing		\$100.00

Color

• 44 Standard Color (red, blue, green, yellow, orange)	\$300.00/color
• Matched Color	\$350.00/matched color
• 8-Color (Separations furnished by Advertiser)	\$255.00/advertisement

INSTRUCTIONS

Please complete the form below, attach your camera-ready proof, and send with your check or money order to cover full amount of ad to: U.S.H.C.C. Yearbook Office
c/o AMI, Inc.
2080 Lincoln Park West
Chicago, Illinois 60614

If you have questions, please contact the Yearbook Publisher, Christy Moore (312) 321-5897.

- Checks should be made payable to: "U.S. Hispanic Chamber of Commerce" and are non-refundable.
- Deadline for inclusion and payment is June 30, 1982.
- The Association reserves the right to assign advertising space in order to lessen any conflict of advertisements.
- Four sheets will be provided to those parties who request such proof of service.
- Black and white ads should be camera ready; separations should be provided for color ads. Special artwork is available at an additional cost.

APPLICATION/CONTRACT

NAME: _____ TITLE: _____

COMPANY: _____ TELEPHONE: () _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

As consideration for this contract, we enclose our check in the amount of \$ _____
ad payment in full for _____ advertisement(s) in the 1982-83
U.S. Hispanic Chamber of Commerce Yearbook and Buyer's Guide.

I would like to receive a tear sheet: ☐ Yes ☐ No

Signature _____ Date _____